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### **EXAMINER'S AMENDMENT**

- An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

- Authorization for this examiner's amendment was given in a telephone interview with applicant's representative, ROBERT C. KOWERT, on 11/12/2010.

### **AMENDMENT TO THE CLAIMS**

The listing of claims as below replaces listing in the CLAIMS that was filed by applicant on 09/17/2010.

1. (Currently Amended) A method of populating a merchandising product database at a first network location, comprising:

rendering a Web-page at a presentation device located at a second network location, wherein the rendered Web-page is provided from a server at a third network location, and wherein the rendered Web-page comprises product information about a product;

obtaining merchandising data related to [[a]] the product, wherein the obtained merchandising data includes selected product information, wherein the rendered Web-page is embedded with executable code that is configured to cause said obtained merchandising data at said presentation device to be transmitted to said first network location from a presentation device at a second network location, the obtaining step comprising acquiring selected product information from at least at the presentation device, wherein the selected product information includes data that is transmitted to the presentation device from a server at a third network location in response to a user request for a Web-page, wherein the Web-page comprises embedded executable code that, when executed, is configured to cause said presentation device to transmit said data to said first network location, and wherein rendering of the Web-page by the presentation device

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~~causes execution of the embedded executable code such that the presentation device transmits the data to the first network location upon rendering of the Web page; and~~

~~transmitting the obtained merchandising data to storing at least part of the obtained merchandising data in the merchandising product database at the first network location for storing in the merchandising product database, said storing comprising collecting the selected product information in the merchandising product database wherein the executable code embedded in the rendered web page is configured to transmit the obtained merchandising data to said first network location upon rendering of the Web-page.~~

2. (Canceled)

3. (Currently Amended) The method of claim 1, wherein the selected product information comprises data about the product ~~rendered at the presentation device at the second network location.~~

4. (Previously Presented) The method of claim 1, wherein the merchandising product database does not have information related to the product prior to ~~the storing step~~ said transmitting.

5-7. (Canceled)

8. (Currently amended) A merchandising database system ~~at a first network location~~, comprising:

a computer server at a first network location;

the computer server comprises an interface configured to be coupled to a network and to obtain selected product data related to a product presented at a second network location on a Web-page ~~served~~ hosted by a server at a third network location, wherein the ~~selected product data includes data that Web-page is transmitted sent~~ selected product data includes data that Web-page is transmitted sent to the second network location from the server at the third network location in response to a user request for the Web-page, wherein the Web-page comprises embedded executable code that, ~~when executed~~, is configured to cause a device at the second network location to transmit said selected product data to said interface first network location, and wherein rendering of the Web-page at the device at the second network location causes execution of the embedded executable code ~~such that the data is transmitted for transmitting the selected product data~~ from the second network location to the interface upon rendering of the Web page; and

a storage device at the first network location configured to store the obtained selected product information transmitted from the second network location ~~at least part of the selected product data at the~~

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first network location.

9-19. (Canceled)

20. (Currently amended) A ~~physical~~ non-transitory computer-readable storage medium having stored thereon a computer program product ~~for use in conjunction with a computer device~~ executable by a processor for populating a merchandising product database at a first network location, ~~comprising the computer program product executable to perform:~~

~~first computer program codes to cause the computer device to obtain selected product information related to a product presented on a Web page rendered on a presentation device at a second network location, wherein the Web page is served by a server at a third network location, wherein the selected product information includes data that is obtained by the presentation device from the server in response to a user request for the Web page, wherein the Web page comprises embedded executable code that, when executed, is configured to cause said presentation device to transmit said data to said first network location, and wherein rendering of the Web page causes execution of the embedded executable code such that the presentation device transmits the data to the computer device upon rendering of the Web page; and~~

~~second computer program codes to cause the computer device to store at least part of the selected product information in the merchandising product database at the first network location, the second computer program codes further comprising computer program codes for modifying the merchandising product database to include the selected product information~~

obtaining selected product information related to a product presented at a second network location on a Web-page hosted by a server at a third network location, wherein the Web-page is sent to the second network location from the server at the third network location in response to a user request for the Web-page, wherein the Web-page comprises embedded executable code that is configured to cause a device at the second network location to transmit said selected product information to said first network location, and wherein rendering of the Web-page at the device causes execution of the embedded executable code for transmitting the selected product information from the second network location to the first network location; and

storing the obtained selected product information transmitted from the second network location in the merchandising product database.

21-25. (Canceled)

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26. (Currently amended) A method ~~[[of]]~~ for populating a merchandising product database located at a first network location, comprising:

~~sending, rendering~~ in response to user interaction with an interactive catalog, at least a portion of the interactive catalog ~~[[at]]~~ to a second network location for rendering by a presentation device, wherein content of the rendered portion includes selected data related to one or more products displayed by the rendered portion of the interactive catalog, and wherein ~~the content is obtained by~~ portion of the interactive catalog is sent to the second network location from one or more source product databases at a third network location in response to the user interaction with the interactive catalog;

wherein ~~the interactive catalog~~ portion of the interactive catalog comprises embedded executable code that, ~~when executed~~, is configured to cause said presentation device to transmit said selected data related to the products to said first network location, and wherein said rendering of the portion of the interactive catalog causes execution of the embedded executable code ~~such that a device at the second network location~~ to communicate the selected data related to the products from the second network location to the merchandising product database at the first network location ~~such that~~, wherein upon rendering of the portion of the interactive catalog, the selected data is communicated from the one or more source product databases to the merchandising product database ~~by way of~~ using the presentation device at the second network location without requiring a direct data transfer between the one or more source product databases at the third network location and the merchandising product database at the first network location; ~~and,~~

wherein modifying the merchandising product databases database is populated with the selected data transmitted from the presentation device using the selected data, such that the databases include a representation of the selected data.

27. (Previously Presented) The method of claim 26, wherein information from the source product databases is communicated to the merchandising product database through the interactive catalog.

28. (Previously Presented) The method of claim 26, wherein the selected data comprises parameters embedded within the rendered portion of the interactive catalog.

29. (Previously Presented) The method of claim 26, wherein the selected data comprises a product identification.

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30. (Previously Presented) The method of claim 26, wherein the selected data comprises a product description.

31. (Previously Presented) The method of claim 1, wherein the selected product information comprises portions of the Web-page specified by the third network location for storage at the merchandising database at the first network location.

32. (Previously presented) The merchandising database system of claim 8, wherein the selected product data comprises portions of the Web-page specified by the server at the third network location to be stored in the storage device at the first network location.

33. (Previously presented) The ~~computer program product~~ non-transitory computer-readable storage medium of claim 20, wherein the selected product information comprises portions of the Web-page specified by the server at the third network location to be stored at the first network location ~~obtained by the first computer program codes and stored by the second computer program codes.~~

34. (Currently amended) A method of populating a merchandising product database at a first network location, comprising:

at said first network location, obtaining merchandising data related to a product, wherein said product is presented at a presentation device, wherein said presentation device is located at a second network location, wherein said obtaining comprises receiving product data transmitted by said presentation device, wherein said product data is embedded in a Web-page transmitted to said presentation device from a third network location, wherein said Web-page is transmitted to said presentation device for rendering from said third network location in response to a user request from said presentation device, wherein said transmitted Web-page comprises embedded executable code that, ~~when executed,~~ is configured to cause said presentation device to transmit said product data to said first network location, and wherein rendering of said Web-page causes execution of the embedded executable code such that said presentation device transmits said product data to said first network location upon rendering of said Web-page; and

storing at least in part a representation of said received product data transmitted from said presentation device in said merchandising product database at said first network location.

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35. (Currently amended) The method of claim 34, wherein said ~~presentation medium comprises device~~ embedded executable code ~~[[that]]~~ causes said presentation device to automatically transmit said product data to said first network location upon rendering of said Web-page on said presentation device.

36. (Canceled)

37. (Currently Amended) The method of claim 34, wherein said product data comprises a product ~~Identification~~ identification.

38. (Previously presented) The method of claim 34, wherein said product data comprises a product description.

39. (Previously presented) The method of claim 34, wherein said product data comprises parameters specified by said third network location for storage at said merchandising product database at said first network location.

40. (Currently amended) The method of claim 39, wherein said ~~storing step comprises storing said parameters~~ transmitted product data is stored in said merchandising product database contemporaneously with said rendering of said Web-page.

41. (Previously presented) The method of claim 39, wherein said parameters comprise at least one of a Uniform Resource Locator (URL) of the Web-page and a URL of an image of the product.

42. (Previously presented) The method of claim 34, further comprising determining a number of times the Web-page has been rendered.

43. (Previously presented) The method of claim 1, wherein the selected product information comprises at least one of a Uniform Resource Locator (URL) of the Web-page and a URL of an image of the product.

44. (Previously Presented) The method of claim 1, further comprising determining a number of times the Web-page has been rendered.

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45. (Currently Amended) The merchandising database system of claim 8, wherein the selected product data comprises at least one of a Uniform Resource Locator (URL) of the Web-page and a URL of an image of the product.

46. (Currently Amended) The merchandising database system of claim 8, further comprising a logger for determining a number of times the Web-page has been rendered.

47. (Currently Amended) The ~~computer program product~~ non-transitory computer-readable storage medium of claim 20, wherein the selected product data comprises at least one of a Uniform Resource Locator (URL) of the Web-page and a URL of an image of the product.

48. (Currently Amended) The ~~computer program product~~ non-transitory computer-readable storage medium of claim 20, ~~further comprising~~ wherein the computer program codes are further executable to cause the computer device to determine a number of times the Web-page has been rendered.

49. (Previously Presented) The method of claim 28, wherein said parameters comprise an address of an image of the one or more products.

50. (Previously Presented) The method of claim 26, further comprising determining a number of times the one or more products have been viewed.

### **REASONS FOR ALLOWANCE**

- The following is an examiner's statement of reasons for allowance:

Prior arts of record do not render obvious, nor anticipate the combination of claimed elements including the claimed limitations:

*transmitting the obtained merchandising data to the first network location for storing in the merchandising product database, wherein the executable code embedded in the rendered web page is configured to transmit the obtained merchandising data to said first network location upon rendering of the Web-page as recited in claim 1, rendering of the Web-page at the device at the second network location causes execution of the embedded executable code for transmitting the selected product data from the second network location to the interface; a storage*

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*device at the first network location configured to store the obtained selected product information transmitted from the second network location as recited in claim 8,*

*rendering of the Web-page at the device causes execution of the embedded executable code for transmitting the selected product information from the second network location to the first network location; and storing the obtained selected product information transmitted from the second network location in the merchandising product database as recited in claim 20,*

*portion of the interactive catalog comprises embedded executable code that is configured to cause said presentation device to transmit said selected data related to the products to said first network location, and wherein said rendering of the portion of the interactive catalog causes execution of the embedded executable code to communicate the selected data related to the products from the second network location to the merchandising product database at the first network location and wherein the merchandising product database is populated with the selected data transmitted from the presentation device as recited in claim 26,*

*transmitted Web-page comprises embedded executable code that is configured to cause said presentation device to transmit said product data to said first network location, and wherein rendering of said Web-page causes execution of the embedded executable code such that said presentation device transmits said product data to said first network location upon rendering of said Web-page and storing at least in part a representation of said received product data transmitted from said presentation device in said merchandising product database at said first network location as recited in claim 34.*

Thus, claims 1, 8, 20, 26 and 34 are allowed. Dependent claims 3, 4, 27-33, 35, 37-50 are allowed at least by virtue of their dependencies from claims 1, 8, 20, 26 and 34.

- Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

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***Contact Information***

Any inquiry concerning this communication or earlier communications from the examiner should be directed to HUNG Q. PHAM whose telephone number is 571-272-4040. The examiner can normally be reached on Monday-Friday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, JAMES K. TRUJILLO can be reached on 571-272-3677. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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November 13, 2010